

Pure Apple Cider

We have just received this fresh Apple Cider made from New York state apples, and guarantee it to be the best on the market.
60c Per Gallon

Yellow Pumpkins

A fine lot of pumpkins for Hallowe'en,
5c Per Pound

Fancy Apples

Black Twigs, 4 pounds for 25c
Wolf River, 4 pounds for 25c
Stark's Delicious, 4 pounds for 25c
Mountain Jonathans, 4 pounds for 25c
Ben Davis, 4 pounds for 25c
Fancy Quinces, 6 pounds for 25c
California Grape Fruit, each 10c & 15c
Winter Nellis Pears, 4 pounds for 25c

Extra Select Fresh Oysters, per can 50c
Tularosa Dressed Chickens, each 65c
Fresh ice cold Watermelons, pound 11-2c

WATSON'S GROCERY

Phone 151. 210-212 Texas St. Auto 1151.

Save Your Time

YOUR time is money. When you go to your bank for business purposes you want to be waited upon promptly. Quick service is our watchword. We are thoroughly equipped to receive deposits, answer inquiries in regard to individual balances and other questions with dispatch and accuracy.

4% PAID ON SAVINGS AND TIME DEPOSITS

The First National Bank,

Capital and Surplus \$800,000.00
Cor. El Paso & San Antonio Sts.
El Paso, Texas.
DEPOSITS ACCEPTED BY MAIL.

A Good Gun

The foundation of a sportsman's outfit—his best friend. You need buy but one if you buy right. It's a lifetime companion. We're all the leading standard makes in all the grades and calibers. Smith, Fox, Parker and Ithaca Double-Barrel Hammerless Guns.

Winchester, Remington, Stevens and Marlin Repeating Guns.

Shelton-Payne Arms Co.

Tell These People What You

Want. They Will
Respond Promptly

Bell 608 & 629 DRUGGISTS Auto 1082
A. E. RYAN & CO. OPEN ALL NIGHT. 212 SAN ANTONIO ST.

EL PASO TRUNK FACTORY
Bell Trunks, Bags and Leather Goods Auto
1054 Made, Repaired and Exchanged 1968
We Store Goods. Opp. Postoffice, across Plaza.

Bell 111 RETAIL GROCERIES WHOLESALE Auto 1271
Mail Orders Given Prompt and Special Attention.
CLIFFORD BROS. 307-309 E. Overland St.

HACK and BAGGAGE
"Will be up right away." LONGWELL'S TRANSFER. Reasonable Prices
116 to 120 San Francisco St. Careful Men. Bell 1—Auto 1001

Cal ODOM'S TRANSFER
To haul you or move you. Storage and packing by careful men.
BELL 1054. AUTO 1956.

R. B. BIAS FUEL COMPANY
Our own manufactured POULTRY FOOD.
INCUBATORS—50 and 125 Egg Size.
FEED, WOOD AND COAL. PHONES 849, 1949.

A. B. PALMER PLUMBING AND HEATING
Telephones: Bell 760, Auto 1760 109 W. Overland Street

Winton Six Automobiles

Special Selling of Dresses At \$15.00



FOR the balance of the week we hold a special selling of dresses. They are stylish dresses, neat tailored styles as well as trimmed models. The materials are French and storm serges, chevots and silks. Complete color and size ranges. These dresses are all new models and sell regularly at \$17.95, \$18.50 and \$19.75. Offered the balance of the week

At \$15.00

Polo Coats For Women and Misses
The polo coat is the most practical for general wear. We have an extensive showing of polo coats, for both women and misses, at prices ranging \$9.50 to \$35.00.

Calisher Millinery Special Showing at \$6.95 to \$15.00

The balance of the week we make a special showing of new tailored hats at \$6.95 to \$15.00. These are black velvet hats, large and medium shapes. Some have old gold trimming and others show a touch of white. They are some of the most effective hats we have ever displayed, and it is worth a special trip down town to see them.

New Hand Bags

Our stock of hand bags is a large one, and embraces all the new ideas in

Turf Bags
Shopping Bags
Tourist Bags
Velvet Bags
Tapestry Bags
Opera Bags
Etc., Etc.

Prices range from 75c to \$25.00.

Ostrich Bands

Ostrich bands are now so much in demand for trimming hats. We offer them in narrow and wide styles, in black, white and colors, at prices ranging \$1.50 to \$4.95.

(Second Floor)

Evening Scarfs and Novelty Veils

Fancy printed and embroidered scarfs and veils, large square and long scarf styles, in all the new shades. A small lot of between two and three dozen will be featured.

\$3.45

Art Goods Department

In this department, located on the Mezzanine Floor, you will find a full assortment of "Royal Society" stamped pieces.

The New "Royal Society" HAND BAGS

We call special attention to the new "Royal Society" hand bags. They are made of heavy black linen and stamped in many different designs. Some are to be embroidered in gold, others in black with outline of fine gold thread, others in combinations. They are finished with long black cord handles and metal fasteners. There are many different styles to choose from (see cut). One of these new bags would be a much appreciated Christmas gift or you might make one for your own use.



School dresses for children from 6 to 14 years of age. Made of fast color, fall weight wash materials, such as percales, madras and cheviot suitings. Trimmed styles are offered as well as neat, plain styles. Both light and dark colors. These dresses are \$1.25, \$1.50 and \$1.75 values; offered tomorrow, in the Basement Store, at 95c.

Children's
Dresses 95c
(\$1.25 and \$1.75
Values)

1,000 Odd Lace Curtains to Be Sold Tomorrow

We offer you tomorrow an extraordinary opportunity to buy lace curtains. We have 1,000 odd lace curtains. They are manufacturers' discarded patterns, some are slightly damaged. They come in all sorts of patterns. Many are alike. They are 21-2 to 31-2 yards long, in white, ecru, beige and Arabian. On sale tomorrow in the Basement Store at 25c, 45c and 65c each. Come early tomorrow morning and you can secure several pairs of handsome lace curtains for but the merest fraction of their value.

OUR 25c
Blanched
Peanut Bar
SPECIAL SALE
15c lb.
WEDNESDAY ONLY
TRY OUR CHICKEN SANDWICHES.

Elite
CONFECTIONERY COMPANY,
C. E. PICKRELL, Mgr.
The Store Beautiful.
Texas Street and Mesa Avenue.

GET THE HABIT;
THE HABIT

HOW TO SUCCEED

During the last few years, conditions in all lines of business, even professional life, have changed so completely that every man is waking up to the fact that in order to win success he must specialize and learn to do some one thing and do it well.
So it is with any article that is sold to the people. It must have genuine merit or no amount of advertising will maintain the demand for the article.
For many years we have watched with much interest the remarkable record maintained by Dr. Kilmer's Swamp-Root, the great Kidney, Liver and Bladder Remedy. From the very beginning the proprietors had so much confidence in it that they invited every one to test it, free of cost, before purchasing.
It is a physician's prescription. They have on file thousands of letters received from former sufferers who are now enjoying good health as a result of its use.
However, if you wish first to try a sample bottle, address Dr. Kilmer & Co., Binghamton, N. Y., and mention this paper. They will gladly forward you a sample bottle by mail absolutely free.
Regular stores for sale at all druggists and one-dollar.

Select Your Furs This Week

From the Superb Assortments That Are Shown

Our Advance Display and Sale of Furs this week is easily the most important item in the Second Floor Sections. We made a special effort this year to complete our collection of furs early. Note the following abbreviated lists:

Scarfs

COONEY—from \$4.75 up.
JAP MINK—from \$9.75 up.
BROOK MINK—from \$9.75 up.
PERSIAN—from \$12.50 up.
OPUSSUM—from \$12.50 up.
NATURAL RACCOON—from \$12.00 up.
BLUE WOLF—from \$12.50 up.
BLUE FOX—from \$12.50 up.
BLACK FOX—from \$24.75 up.
CROSS FOX—from \$24.75 up.
POINTED FOX—from \$37.50 up

Iceland Fox Cape Scarf

Special mention is made of a cape scarf of white Iceland fox lined in white Skinner satin, \$17.50.

Electric Seal Scarf

We also make special mention of a handsome electric seal scarf Hudson seal, electric seal, etc. Prices range up to \$250.00.

Fur Coats

We are showing handsome coats of cooney, ponyskin, marmot, Hudson seal, electric seal, etc. Prices range up to \$250.00.

Muffs

Barrel and pillow muffs in cooney—from \$4.75 up.
Muffs of Jap and brook mink, trimmed with head and tails, very prettily marked—from \$9.75 up.
Pillow muffs of blue wolf or fox—from \$12.50 up.
Black fox pillow muffs, lined with Skinner satin—from \$12.50 up.
Muffs of natural raccoon, vividly marked—from \$24.50 up.

Fur Sets

Black cooney sets, large muff and collar—from \$9.75 up.
Brook mink and Jap mink—from \$19.75 up.
Blue wolf and blue fox sets—from \$24.00 up.
Black fox sets, handsome scarf, large pillow or barrel muff—from \$24.00 up.
Natural raccoon—from \$35.00 up.
White Iceland fox sets, cape collar and large pillow muff lined with Skinner satin—from \$35.00 up.
Pointed fox sets, trimmed with large head and tails—up to \$75.00.
Cross fox sets, in the beautiful natural color, cape collar offer.



"Forest Mills" Hand Trimmed Underwear

"Forest Mills" knit underwear is designed by women for women. It therefore fits better than other underwear. Add to this that each "Forest Mills" garment is daintily trimmed by hand, and you understand why season after season we continue to offer our customers this underwear.

We now have complete fall and winter stocks of "Forest Mills" underwear for women, misses and children. Following is the price range.

WOMEN'S UNION SUITS
AT 50c TO \$3.50
MISSSES' UNION SUITS
AT 50c TO \$2.00
CHILDREN'S UNION SUITS
AT 50c TO \$2.00
WOMEN'S VESTS AND PANTS
AT 25c TO \$2.00
MISSSES' VESTS AND PANTS
AT 25c TO \$1.50
CHILDREN'S VESTS AND PANTS
AT 25c TO \$1.00



New and Nobby Things In Neckwear

AT 25c—At the attractive price of 25c we are showing a great variety of nobby little bows, side ruffles, fluffs and the newest ideas in jabots and collars of all kinds. Plain white is offered as well as white with a touch of color.

Knit Mufflers

Mercedized knit mufflers, white and all shades, for..... 25c

\$1.50 Embroidered Net Yokings 89c a Yard

Novely colored embroidered net yokings in light and dark combinations, for making yokes for cloth dresses. Also suitable for making dressy waists. Values to \$1.50 per yard; offered Thursday

89c

BARRETTES, BACK AND SIDE COMBS—In our jewelry section you will see the very latest creations in novelty jewelry of all kinds. Special mention today of Barrettes, Back and Side Combs in imitation shell. They come in plain and jeweled effects. In all the new styles, including the "Bow Knot." Priced from 25c to \$1.50.

The Blanket and Comfort Sale Continues

For the balance of the week our Annual Blanket and Comfort Sale continues to be a feature in the Basement Store. Note the comfort items below and supply all your needs tomorrow. (Sheets and pillow cases are offered in this sale as well as blankets and comforts.)

\$1.25. Full size comforts, white cotton filling, fancy silkoline covering with solid color lining. Comfort Sale, \$1.25.
\$1.50. Full size comforts, "Snowflake" cotton filling, silkoline covering, tied and knotted. Comfort Sale, \$1.50.
\$1.75. Full size comforts, filled with carded white cotton, covered with saten or fancy silkoline, quilted or tied and knotted. Comfort Sale, \$1.75.
\$1.95. Full size comforts, filled with long staple cotton, covered with fancy silkoline with fancy or plain lining of same material. Comfort Sale, \$1.95.
\$2.75. 72x84 comforts, filled with "Golden Fleece" sanitary wool bat, these are full size comforts but weigh only two pounds, being warm without being oppressively heavy. Comfort Sale \$2.75.
\$2.95. Great big fat comforts, filled with fine white carded cotton, covered with fancy printed French saten, either plain or fancy lining. Comfort Sale, \$2.95.
\$5.75. Down quilts, made of pure new down, covered with fancy satin finished saten with solid color border. Comfort Sale, \$5.75.
\$4.50. Health comforts, made of one "Golden Fleece" sanitary wool bat, both sides covered with fine silkoline. Comfort Sale, \$4.50.
\$3.75. Extra size comforts, with superior cotton filling specially prepared to produce the effect of fine eiderdown, satin finished saten covering and lining in fancy colors. Comfort Sale, \$3.75.
\$7.50. Extra large size "Snowflake" cotton comforts, as light as down and made under perfect sanitary conditions, fine silk covering. Comfort Sale, \$7.50.
\$9.00. Wool filled comforts, "Golden Fleece" brand, covered on both sides with solid color washable silk and closely quilted. Comfort Sale, \$9.00.
\$14.00. Large size eiderdown comforts, covered with fancy imported saten in light ground with chrysanthemum design bordered in plain wash silk in contrasting color. Comfort Sale, \$14.00.
\$19.50. Eiderdown comforts, fine silk repp covering woven in fancy Jacquard designs, plain silk lining, silk cord binding to match lining. Comfort Sale, \$19.50.
\$22.50. Eiderdown comforts, covered with fancy satin striped silk in floral designs, silk lining and satin border bound with silk cord. Comfort Sale, \$22.50.
\$27.50. Beautiful satin covered eiderdown comforts, quilt and finished by hand. Comfort Sale, \$27.50.

Basement Millinery

\$6, \$7 and \$8 Hats For \$3.95

A group of about 150 hats. They are large velvets and felts trimmed in ostrich and fancy feathers. They come in black, brown, navy blue, green, tan, gray, Copenhagen blue and black and white. The materials are of the best. These are really \$6.00, 7.00 and \$8.00 hats; on sale in the Basement Millinery Section at \$3.95.

\$2 Untrimmed Hats 98c

Black satin velvet faced and all velvet untrimmed hats that are \$1.50 and \$2.00 values; offered at 98c.

Misses' Coronation Hats 98c

The popular Coronation shape in velvet and satin and felt, in black, navy blue and black and white; offered at 98c.

Children's and Misses' Hats 50c

Beginning tomorrow, we offer at 50c children's and misses' hats worth to \$1.75. These are manufacturers' samples. They are pretty felt hats, suitable for school wear. Come in small, medium and large shapes, in smooth finished or rough felt. Trimmed in various pretty ways, some with plaid sash, others in plain color. They are offered in navy blue, brown, white, tan, green, cardinal and other shades. These hats are worth to \$1.75. We want to dispose of the entire lot in the next few days, so put them on sale in the Basement Millinery Section beginning tomorrow at

Choice for 50c

Thursday Morning

Thursday morning, in the Basement Store, we will sell 7 bars of Ivory Soap for 25c

(NO TELEPHONE ORDERS)

HEART OF EL PASO Calisher's

Picture Framing

Don't forget that we have the best equipped picture framing establishment in the city. Our prices are moderate.

Tuttle Paint & Glass Co.

Bell Phone 206. Auto Phone 1206

You can easily sell it. Call Bell 115, Auto 1115, tell the girl what it is and The Herald will sell it. No bother, no formality.